

## POSITION DESCRIPTION

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| <b>Position Title:</b>                     | <b>Corporate Communications Officer</b>                             |
| <b>Award/Agreement:</b>                    | <b>TOC Enterprise Agreement 2021</b> (and any subsequent agreement) |
| <b>Classification level:</b>               | <b>8</b>  |
| <b>Directly reports to:</b>                | <b>Manager Communications &amp; Customer Relations</b>              |
| <b>Positions under Direct Supervision:</b> | <b>Nil</b>  |

### Organisational Context of Position

The Town of Claremont employs over 100 staff and is responsible for the local government area of approximately 5km<sup>2</sup>. The Town has a population of approximately 10,000 people and is located in the picturesque western suburbs of Perth, Western Australia. The Town has five key goals areas: Leadership and Governance, People, Liveability, Environmental Sustainability and Prosperity.

### Organisational Mission

We exist to deliver quality services for Claremont today and to build the foundation for the future.

### Organisational Vision

The Town is a progressive, respectful, sustainable, local government supporting a connected, flourishing community.

### Organisational Values

- **Respect:** We are responsible for how we behave in our workplace and will show respect and courtesy to all of our colleagues and customers.
- **Integrity:** We are open, accountable and honest.
- **Quality Communication:** We demonstrate our respect for our community and each other through timely, accurate and understandable communication.
- **Customer Service:** Every contact with a customer is important and an opportunity to demonstrate our commitment.
- **Excellence:** Our focus is quality outcomes achieved on time, on budget.

## OBJECTIVE OF THIS POSITION

This position is responsible for gathering, writing and editing content for the Town's communications channels, facilitating and executing internal marketing requirements and handling external media enquiries.

### **Objective 1: Publications and Marketing Material**

- Assist in producing timely and high-quality publications and marketing material by researching and writing relevant and appropriate content that reflects and enhances the Town's corporate image.
- Write, edit, and proof content for the Town's quarterly community magazine, e newsletter and annual report publication.

### **Objective 2: General Communications and Online Communications**

- Prepare speeches, statements, and responses for the CEO and Mayor as requested.
- Proof and edit content according to the Town's writing style guide to ensure consistency.
- Provide media and communication advice to internal stakeholders on matters affecting the Town.
- Liaise with colleagues and media outlets to book print and digital ads and notices.
- Develop and implement the weekly content for the Town's social media channels (Facebook, LinkedIn and Instagram).
- Design and select images that will appear on the Town's social media feeds.
- Provide data analysis on social campaigns.
- Develop, maintain, and continually improve the Town's website.
- Put together the layout and source and develop content for the Town's regular e-newsletter and print alternative.

### **Objective 3: Media Relations, Issues Management and Administration**

- Contribute to media relations for the Town, including the promotion of services, activities and programs.
- Prepare media releases on both a proactive and reactive basis.
- Undertake research and prepare media responses on behalf of the Town in a timely manner.
- Attend activities and events with a media presence as required, including the monthly Ordinary Council Meetings.
- Build and maintain strong relationships with relevant media outlets.
- Organise and attend media photoshoots and interviews in collaboration with the Executive Assistant.
- Monitor the Town's media presence, and report and make recommendations accordingly.
- Provide prompt professional advice to customers on matters relating to areas of responsibility.
- Document and file information and manage email and correspondence in line with the Town's record management system and customer service charter.
- Observe the Town's approvals process, including allowing sufficient time for CEO and Mayoral approvals.
- Undertake all administrative duties associated with the role.
- Implement purchases, when necessary, in line with the Town's procurement process.
- Work collaboratively and positively with the team, which will require some weekend and/or after-hours work.

**Objective 4: Work Health & Safety (For all Staff)**

- Comply with all workplace procedures for hazard identification, risk assessment and risk control.
- Actively participate in safety activities associated with the management of workplace health and safety.
- Follow policy and procedures as required.
- Take reasonable care to ensure his/her own safety and health at work.
- Avoid adversely affecting the safety of any other person.
- Identification and reporting of health and safety hazards, accidents, incidents, injuries, property damage at the workplace.
- Ensure the correct personal protective equipment is used for the task or activity.

**Objective 5: Corporate Responsibility (All Staff)**

- In all actions, be accountable and employ ethical decision making and good governance in line with Town's Code of Conduct, values, policies and procedures.
- Demonstrate an ongoing commitment to the Town's Customer Experience Charter.
- Provide a high level of customer service.
- Promote and maintain harmonious relationships in the workplace.
- Ensure efficient and appropriate use of resources.
- Promote the development of efficient work practices.
- Maintain good relations with the general public and promote Council's operations in a professional manner at all times.
- Adhere and follow the Town's Record Keeping Plan.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.

**Objective 6: Continuous Improvement (All Staff)**

- Employ the mind set of continuous improvement to all work tasks.
- Support team members to review and analyse processes to identify possible improvements.
- Contribute to developing a culture of acknowledging and celebrating efforts to improve processes.

**SELECTION CRITERIA****Essential**

- Completed an appropriate qualification or equivalent industry experience.
- Excellent written communication skills demonstrated within the context of public relations.
- Demonstrated experience in proactive and reactive communication and information service delivery.
- Highly developed and proven interpersonal, communication and influencing skills.
- Basic design skills.
- Well-developed organisational skills.
- Sound computer literacy including the Microsoft Office Suite, Content Management Suite and desktop publishing applications.
- Ability to work out of hours and weekends when required including attending monthly Council Meetings.

**Desirable**

- Understanding of local government practices and procedures / working in a political environment.
- Experience with content management systems, such as Kentico, Matrix, or similar.
- Familiarity with Mailchimp or another similar email marketing platform.

## REQUIREMENTS

The Town requires all staff prior to commencing employment to:

- Provide an original qualification for sighting or a certified copy of qualification (where listed as Essential in Position Description).
- Provide for sighting 100 points of identification including at least one with a photograph (i.e. Driver's License and Passport or Birth Certificate).
- Provide a Police Clearance (at employee cost).
- Provide evidence of the Right to Work in Australia.
- Complete a pre-employment medical (Town's GP to confirm fitness to work in position) or completion of a medical questionnaire.
- Sign a change of circumstances employee declaration.

Some positions may be required to undertake other checks and verifications such as Working with Children Check and these will be specifically indicated in the Selection Criteria.

## PROBATION

Unless otherwise stated in a Letter of Offer, this position is subject to a 6-month probation period, at which time work performance will be reviewed to determine whether permanent appointment will proceed.

### Signatures

#### Chief Executive Officer Approval

Signature

Date

#### Employee

Signature

Date